

Old Fourth Ward

Master Plan 2008

**04W**



Kick-Off Meeting  
City Hall East Auditorium  
October 24, 2007



## Introduction

### Kwanza Hall

City of Atlanta  
City Council Member  
District 2



## Introduction

**James Shelby**

**Deputy Commissioner**

City of Atlanta

Department of Planning & Community Development



## Introduction

**Flor Velarde**

**Assistant Director**

City of Atlanta

Department of Planning & Community Development

Bureau of Planning



# Introduction

What to expect tonight:

## Talking

- Who we are.
- What we are doing.
- Why we are doing it.
- What you can expect.

## Listening

- What do YOU want out of this process?
- What issues are important to YOU?



# Study Area

## Boundaries

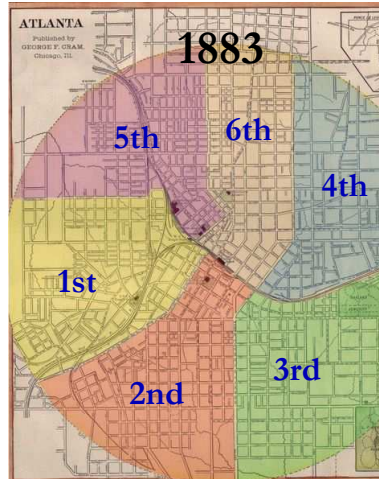
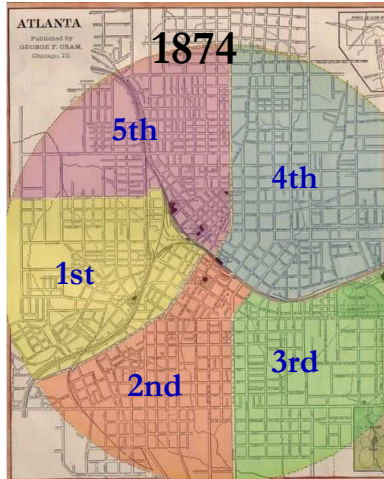
- North
  - Ponce & North Ave.
- South
  - De Kalb Ave
- East
  - BeltLine Rail Corridor
- West
  - Piedmont (N of Freedom Pkwy)
  - Boulevard (S of Freedom Pkwy)

## Total Area:

- 1963 Parcels (2100 w/ Abutters)
- 763 Acres
- 1.2 Sq miles



## Neighborhood History

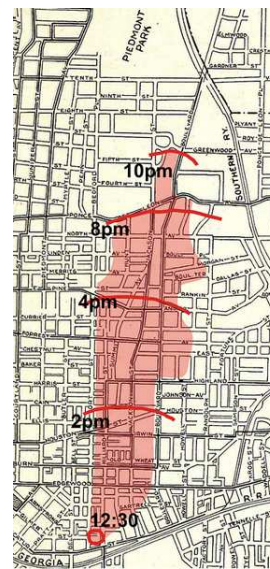


- New wards added every few years. Last was 13<sup>th</sup> (Virginia-Highlands), added in 1929.
- System abolished in 1954, when current council district system established.

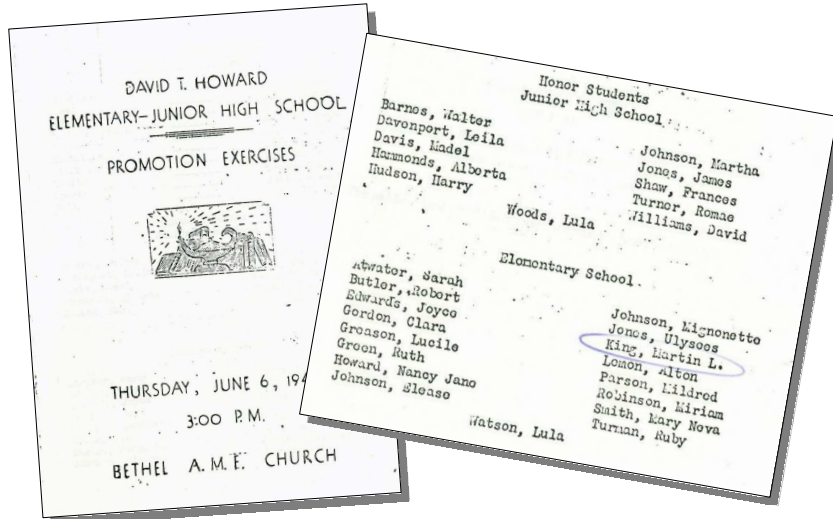


## Neighborhood History

- Fire of 1917



## Neighborhood History



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## Neighborhood History

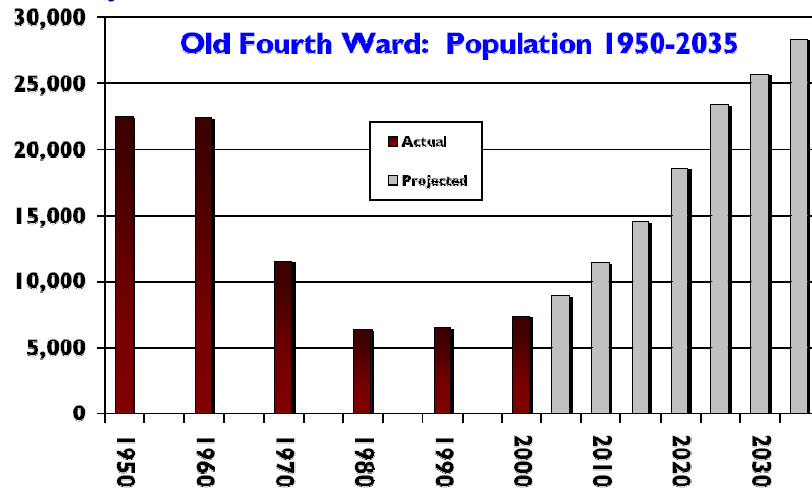


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## Study Area



Source: U.S. Census, City of Atlanta Dept of Planning & Comm. Development (ASAP)



## Project History

### Previous Planning Initiatives

- Old Fourth Ward Neighborhood Development Plan (1989)
- Old Fourth Ward Community Development Plan (1993)
- District 2 Rail Corridor Plan Inventory and Assessment (2001)
- Blueprint Midtown (2004)
- Imagine Downtown (2005)
- Butler Auburn Redevelopment Plan (1994 & 2005)
- Memorial Drive Livable Centers Initiative (2001)
- Ponce-Moreland Corridor study/LCI (2005)
- BeltLine Redevelopment Plan (2005)





## Project History

### Current City-Wide Planning Initiatives

- Atlanta Strategic Action Plan (ASAP) - Partial & Full update
- Atlanta Comprehensive Transportation Plan (CTP)
- Project Greenspace

### Current Local Planning Initiatives

- Atlanta BeltLine North Avenue/Freedom Parkway (Sub Area 5) Master Plan
- Old Fourth Ward/North Avenue Park Planning



## Current Events

- City Hall East Redevelopment
- BeltLine Joint Venture
- Atlanta Housing Authority Redevelopment
- Georgia State University expansion
- Peachtree Streetcar
- Old Fourth Ward Park & Pond



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## The Planning Process





## The Planning Process

### Elements of the Plan

- Context & History
- Land Use
- Infrastructure & Facilities
- Parks & Greenspace
- Urban Design
- Transportation
- Historic Preservation and Resources
- Housing
- Economic Development
- Demographics and Economic Trends



## The Planning Process



### Public Involvement

- Public Meetings
  - Kickoff tonight
  - Existing Conditions, December 05 6:30 pm
  - Design Workshop, January 26 9:00 am
  - Recommendations & Implementation Plan, March 05, 6:30 pm
  - Final Plan, April 02, 6:30 pm
- Advisory Committee
- Stakeholder Interviews
- Focus Groups



## Vision

- What can we do now to create the Old Fourth Ward we want to see in 25 or 50 years?
- How can we encourage a diverse and sustainable mix of housing, employment, shopping business, and open space?
- How can we accommodate and encourage smart growth and redevelopment while protecting the neighborhood's existing character, businesses and residents?



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## Vision

- What can we do to improve the neighborhood's visual character?
- How can we re-establish broken connections across the BeltLine, Freedom Parkway, and the Connector?
- How can we leverage growth and development along the BeltLine to foster improvements throughout the neighborhood?
- How can we create a strong identity and character for the Old Fourth Ward?



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## Break-Out Groups

- Tables:
  - Land Use, Parks & Green Space
  - Transportation
  - Economic Development & Housing
  - Urban Design, Public Safety & Historic Preservation
- Reconvene in 30 minutes



## Break-Out Groups

### The Question:

What are the

**issues/opportunities/constraints**

that we need to

**address/solve/be aware of/take advantage of**

to make this plan work?

## Break-Out Groups

What can we do now to create the Old Fourth Ward we want to see in 25 or 50 years?

What can we do to improve the neighborhood's visual character?

How can we accommodate and encourage smart growth and redevelopment while protecting the neighborhood's existing character, businesses and residents?

How can we re-establish broken connections across the BeltLine, Freedom Parkway, and the Connector?

How can we create a strong identity and character for the Old Fourth Ward?

How can we leverage growth and development along the BeltLine to foster improvements throughout the neighborhood?

How can we create a strong identity and character for the Old Fourth Ward?



## Break-Out Groups

### Summary of tables

- Land Use, Parks & Green Space
- Transportation
- Economic Development & Housing
- Urban Design, Public Safety & Historic Preservation



## Next Steps

- Further opportunities for public involvement
  - Focus Groups
    - Public Safety
    - Affordable Housing
    - Parks & Greenspace
    - History
  - NPU's and Neighborhoods
  - Web Site



## Next Steps

- Public Meeting Schedule
  - Kickoff tonight
  - Existing Conditions, December 05 6:30 pm
  - Design Workshop, January 26 9:00 am
  - Recommendations & Implementation Plan, March 05, 6:30 pm
  - Final Plan, April 02, 6:30 pm
- Final Plan Complete March 2008
- City Council Adopts Plan





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For more information call:

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